put go-power in your
with ROYAL®

ROYAL
Robotyper

Girl Power . . .

ROBOTYPER AUTOMATIC TYPING

Each and every letter *personalized*. Yet down to as little as 2.1¢ per *complete* letter goes secretarial time. And, the savings in *executive* time are simply phenomenal.

Today's office personnel shortages, combined with rising salary scales, put a cruel squeeze on profits. You want production, *real* production. And get it you must.

But you're handicapping your typists if you don't provide the *equipment* for production. More important, you're handicapping *yourself*—by not sending letters that *should* be sent, early enough, often enough, to enough people. By dictating, over and over, the correspondence that should be standardized.

Royal Robotyper automatic typing is what you need. *Not* a typewriter, Robotyper is a vacuum powered, mechanical *typist* operating your electric typewriter automatically, at 135 words per minute. Robotyper produces four times the output of your average typist, without errors or erasures, time off—or time-and-a-half. *One* girl can operate as many as four Robotypers simultaneously—*for 16 times the output you're now getting.*

You tell the Royal Robotyper what to do

Say it once—and you've said it a thousand times! Robotyper's memory is unfailing: your dictation is transcribed on a paper roll similar to that of a player piano. To reproduce a letter once, or thousands of times, Robotyper reads the perforations on the memory roll, and activates the typewriter by an under-keyboard input device. The playback is your finished letter—as personalized as you choose.

It takes only ten minutes to train your typist for Robotyper operation. To reproduce any letter at all, the typist merely loads Robotyper with the proper memory roll. The *girl* types the address and salutation—and *Robotyper* takes over. At as many pre-selected points as you desire, Robotyper halts; the girl types in dates, names, specifications, or any other material you wish. Then Robotyper resumes while the girl does other work.

When the letter is finished, you can't distinguish it from an original. For it *is* an original! Of course, Robotyper can produce carbon copies at the same time. You ought to know more about Robotyper. Find out, here and now!

ROYAL
Robotyper

How to increase your GIRL POWER with

ROYAL®

ROBOTYPER

AUTOMATIC TYPING

*20 letters per girl per hour—with one Robotyper

*560 letters per girl per 7-hour day—with four Robotypers

ROYAL® ROBOTYPER AUTOMATIC TYPING

Your indispensable aid, has applications IN EVERY PHASE OF YOUR BUSINESS

Check this handy list for immediate help in solving today's most pressing girl power problems.

FOR YOUR SALES

Advance, thank-you and follow-up letters to customers and prospects, in connection with salesmen's visits. Each letter personalized with names, dates, model numbers, details of conversation, etc.

Inquiries answered the day received, using standard units in Robotyper's memory roll, personalized to fit. Carbon copies, for dealer follow-up.

Bulletins to the trade, individually addressed. Complete details, varying as necessary, in regard to special offers, deals, merchandise assortments, local advertising.

Field office correspondence. Every salesman addressed by name, the letter personalized with quota figures, performance records, dates, calls to make, etc.

Letters for every sales purpose.

IN YOUR CREDIT DEPARTMENT

Letters opening new accounts, mentioning references, specifying terms—and personalized throughout.

Collection letters, detailing dates, amounts due, agreements—always with the personal touch that obtains recognition and action.

Credit investigation letters. Fully personalized, your inquiry doesn't languish on recipient's desk. It gets a fast reply, enabling *you* to speed your decision.

IN HANDLING ORDERS

Prompt acknowledgement, with ample opportunity to offer alternates for out-of-stock items, refer to price calculations, shipment dates, routes.

Personalized handling of complaints involving shortages, damaged merchandise, incomplete shipments.

IN YOUR PURCHASING

Requests for quotation; "equal or similar to" need no longer be a wide open door.

Purchase order specifications, furnished in as many copies as necessary—each an original. Banished is bugaboo of blurred carbons.

IN YOUR ADMINISTRATIVE FUNCTIONS

Government reports and tax schedules prepared in much less time—each copy an original, but *no* need for proof reading.

Letters to stockholders, employees, suppliers—for every occasion when you want the *warm* touch that only individual typing provides.

Inter-office communications that make every man high man on the totem pole. *Nobody* gets the eighteenth carbon.

For systems applications throughout your business.

FOR ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS

Letters forwarding literature—pinpointing dealers' names and addresses, range of models on display.

News releases that *invite* editorial reading—each an *original.*

Media and circulation schedules, related to dealers in city after city—every tabulation *individualized.*

Sales promotion letters primed for *making* the sale, by answering specific questions.

For further information,
contact your
local office of the

ROYAL TYPEWRITER COMPANY
DIVISION OF ROYAL-McBEE CORPORATION

Offices in all Principal Cities Throughout the United States

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FORM NO. T2B-56-519

You benefit 4 major v

- **Personalized correspondence**
- **Individually produced**
- **From pre-recorded components**
- **At a fraction of your present cost in executive and stenographic time**

1

4 TO 16 TIMES YOUR PRESENT PRODUCTION, PER GIRL

Robotyper's speed is a fantastic 135 words per minute. A *good* typist, without Robotyper, turns out 20 letters a day. But using *one* Robotyper, she delivers 20 an hour. Using *four* Robotypers—and she can do it easily—her production zooms to 560 or more, day after day!

No longer must your correspondence, proposals, sales letters, reports, and bulletins sink or swim in the typing pool. *All* your work goes out on time.

When your typing "pool" consists of *one* girl, Robotyper's speed becomes doubly advantageous. While Robotyper types, the girl can file, answer the telephone, act as receptionist—even take dictation.

If yours is a small office, your secretary *plus* Robotyper can turn out a full day's routine correspondence in a single hour. Robotyper lightens your secretary's load, so that she can lighten *yours*.

2

TYPING COS
LETTER SLASHED
LITTLE AS 2.1¢

Take a good sized letter—
fills a page, top to botton
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less than two minutes. If y
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Now take an average letter
Robotyper does it in one
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ways with ROYAL® ROBOTYPER

AUTOMATIC TYPING

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3 THE PERSON-TO-PERSON LOOK, IN ALL YOUR CORRESPONDENCE

Form letters are useful, helpful, time-saving. But: they need *not* have the appearance or semblance of mass production. Your Robotyped letter *has* the look you want!

It's *personal*. Written to one man, even when sent to many. Always, an appropriate and well-mannered answer to your correspondent's letter—or, an answer-impelling invitation for him to act upon *yours*.

Always, your Robotyped letter has prestige. It makes you proud! It belongs—with your letterhead, your office, yourself. It sells *for* you—your product, your service, your goodwill—by appearance alone. And you needn't proofread—Robotyper makes no mistakes.

Side by side with your best girl's best work, your Robotyped letter looks not one bit different. No erasures. No strike-overs. No unevenness of touch. It *looks* good. It reads right. That's Robotype!

4 INCREASE IN EFFECTIVENESS EASILY MEASURABLE

From a manufacturer of metal products: "30% return on our sales promotion letters." From a life insurance company: "We have increased our mail response by 50% over duplicated letters." From a service organization: "Robotyped letters increased collections by 25%."

Small wonder that Robotyping rings up these results! You, yourself, have acted on Robotyped letters, time after time, year after year. Because the Robotyped letter is a *personal* letter. There's no confusing it with a form letter. It isn't.

And so, the Robotyped letter pulls. It pulls like sixty, when you need results.

Its appeal is direct—and concentrated. It addresses your customer—or prospect—by *name*. So long as people remain people, the intrinsic pulling power of the Robotyped letter will produce measurably greater results for you.

Cut down your DICTATION TIM

...with ROYAL® ROBOTYPER

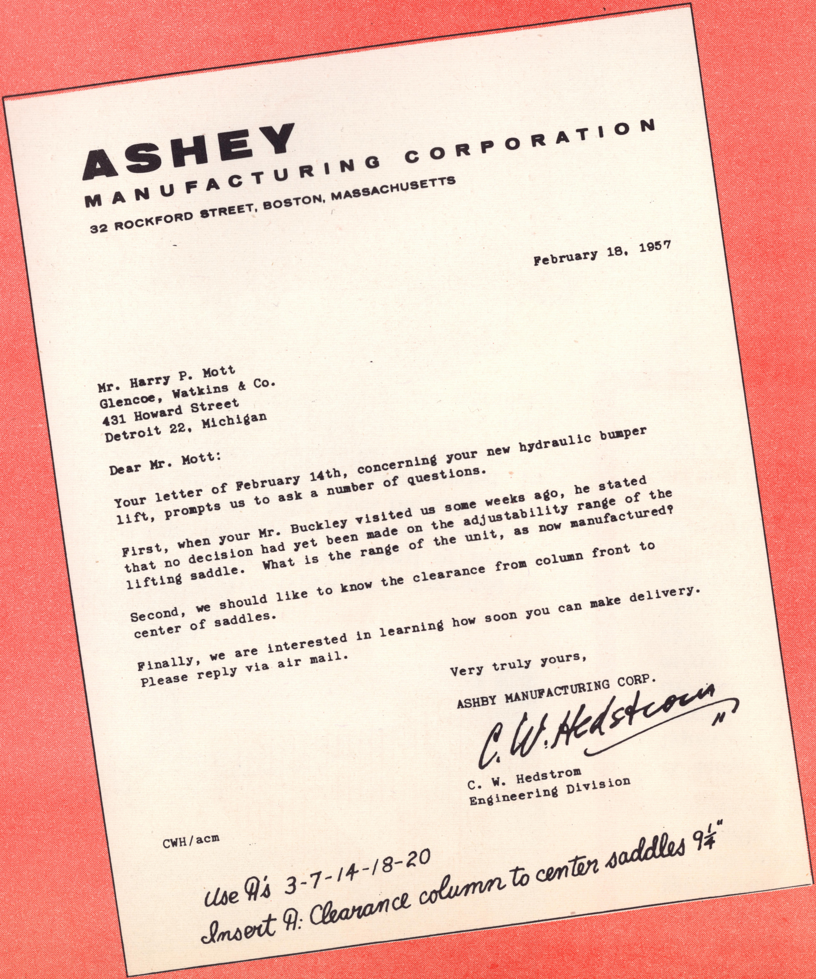
Here's a specific demonstration of the way you can handle

LETTER RECEIVED

Day after day, correspondence engulfs you. Some of it can't possibly be answered except by once-and-once-only dictation. But *much* of your incoming correspondence falls into patterns. Doesn't it make sense to *save* the time and money you spend dictating similar replies to similar questions?

Record your repetitive dictation on Robotyper's memory roll. With the Automatic Letter Composer you answer a full morning's mail in minutes!

Witness this typical incoming letter. It calls for acknowledgement. It asks questions that—seemingly—can be answered *only* by tailor-made reply.



ASHEY
MANUFACTURING CORPORATION
32 ROCKFORD STREET, BOSTON, MASSACHUSETTS

February 18, 1957

Mr. Harry P. Mott
Glencoe, Watkins & Co.
431 Howard Street
Detroit 22, Michigan

Dear Mr. Mott:

Your letter of February 14th, concerning your new hydraulic bumper lift, prompts us to ask a number of questions.

First, when your Mr. Buckley visited us some weeks ago, he stated that no decision had yet been made on the adjustability range of the lifting saddle. What is the range of the unit, as now manufactured?

Second, we should like to know the clearance from column front to center of saddles.

Finally, we are interested in learning how soon you can make delivery. Please reply via air mail.

Very truly yours,

ASHBY MANUFACTURING CORP.

C. W. Hedstrom

C. W. Hedstrom
Engineering Division

CWH/acm

Use A's 3-7-14-18-20
Insert A: Clearance column to center saddles 9¼"

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E . . . Step up your GIRL POWER

Automatic Letter Composer

your correspondence faster . . . at a fraction of present costs.

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THIS IS THE ROBOTYPED ANSWER

3 Standard paragraph with date reference.

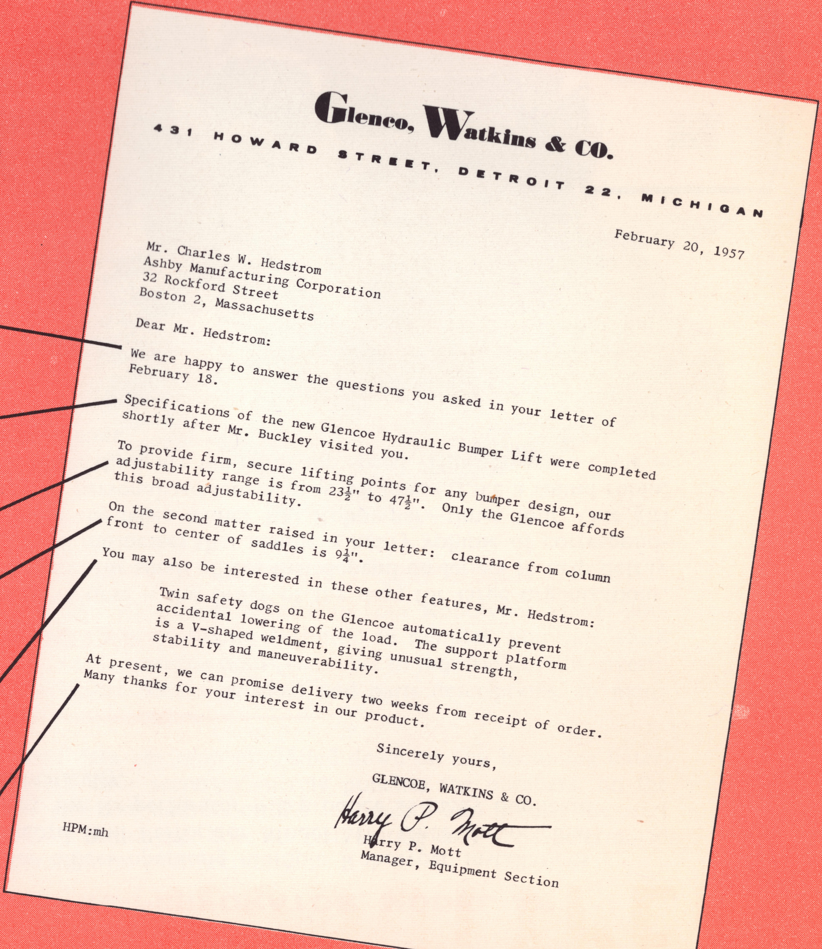
7 Salesman's name is inserted; he receives carbon for follow-up.

14 Standard paragraph.

INSERT: Need for this paragraph not foreseen: inserted by typist.

18 Customer referred to by name; additional product information supplied.

20 Standard paragraph.



Glenco, Watkins & Co.
431 HOWARD STREET, DETROIT 22, MICHIGAN

February 20, 1957

Mr. Charles W. Hedstrom
Ashby Manufacturing Corporation
32 Rockford Street
Boston 2, Massachusetts

Dear Mr. Hedstrom:

We are happy to answer the questions you asked in your letter of February 18.

Specifications of the new Glencoe Hydraulic Bumper Lift were completed shortly after Mr. Buckley visited you.

To provide firm, secure lifting points for any bumper design, our adjustability range is from 23½" to 47½". Only the Glencoe affords this broad adjustability.

On the second matter raised in your letter: clearance from column front to center of saddles is 9¼".

You may also be interested in these other features, Mr. Hedstrom:

Twin safety dogs on the Glencoe automatically prevent accidental lowering of the load. The support platform is a V-shaped weldment, giving unusual strength, stability and maneuverability.

At present, we can promise delivery two weeks from receipt of order. Many thanks for your interest in our product.

Sincerely yours,

GLENCOE, WATKINS & CO.

Harry P. Mott

Harry P. Mott
Manager, Equipment Section

HPM:mh

Had this letter been dictated, its final form would by exactly what you see here. Royal Robotyper, teamed with the Tape Paragraph Selector, lets you use **any** degree of personalization required—yet executive time and secretarial time are **slashed**.

Choose the ROYAL® ROBOTYPER

ROYAL
Robotyper

STANDARD
ROYAL ROBOTYPE
MODEL 300

Basic, all-purpose unit, fillin
istent need in large and smal
quires only part time attenti
yet produces at least 140 co
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address and body personalizat
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Roll Perforator Model MP
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Robotyped letters cost a bi
processed, filled-in correspon
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Unit consists of one electri
one Robotyper, supply of
Table stand optional.

Robotyper
ROYAL

**Systematize the typi
forms and records v**

ROYAL ROBOMAST
MODEL 320

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ROYAL
Robotyper
Robotyper

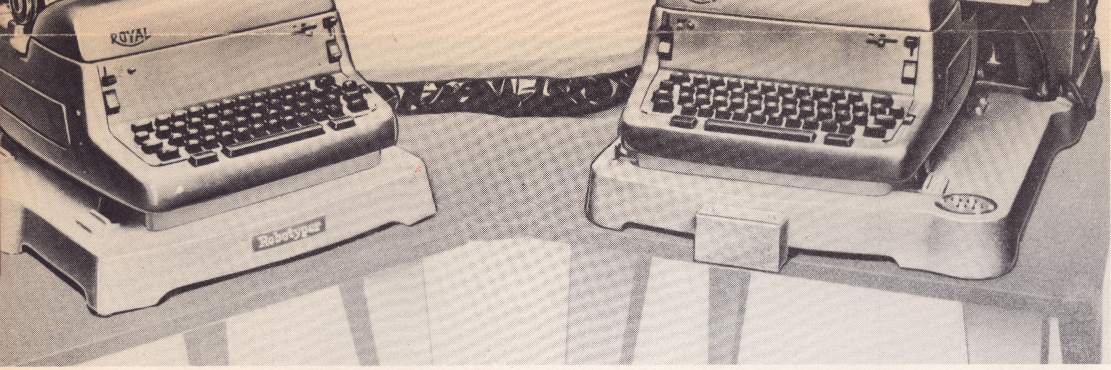
ROYAL ROBOTYPER AUTOMATIC LETTER COMPOSER

Add Robotyper's unique Model 308 Tape Paragraph Selector to your Robotyper Model 300, and you multiply the flexibility of your correspondence facilities. In minutes, you can whisk away the routine correspondence that now consumes hours—answers to inquiries, credit investigations, employment applications, collection letters, product and parts descriptions. In many cases, 85% of the day's correspondence!

You code paragraphs, sentences, other data—by number. Jotted down on any incoming letter, the code represents your *entire* reply! Your secretary merely punches the numbers, on the Selector Unit; then she types in the date and address on the letterhead, and presses the start button on the Robotyper. Automatically, Robotyper does the rest, halting only at predetermined points, for supplementary personalization by your secretary.

ROYAL ROBOTYPER RECORD ROLL PERFORATOR, MODEL MP

If your volume of Robotyping is at all sizable, it will pay you to own the Record Roll Perforator. If you prefer, however, your Robotyper specialist will gladly



ROYAL ROBOMATIC, MODEL 330

Used widely for quantity mailings. Gives you the output of *two* typewriters, operated by one girl, using a single record roll. All operations controlled from keyboard of master typewriter. Address, typed by hand on letterhead, is reproduced simultaneously on envelope. Second typewriter is then cut off, while the master automatically types the letter. For maximum production, continuous form letterheads and envelopes are recommended. In similar fashion, any material the operator types on master typewriter can be duplicated, in part or total, on secondary typewriter. Every "duplicate" is an original. Insurance, real estate firms, and numerous businesses make daily use of this flexibility. Draw the parallel, in your *own* business.

For every application, there's a Royal Robotyper that's *exactly* right. The Royal Robotyper specialist in your city will, *without obligation*, survey your correspondence requirements—and make appropriate recommendations.

The Royal Robotyper automatic equipment you need—*all* the equipment you need—will pay for itself in a few months. If you prefer, use Royal's moderate rental plan, with rental fees applied to subsequent purchase. Term payments also available.

Sold and Serviced by

ROYAL TYPEWRITER COMPANY

DIVISION OF ROYAL-McBEE CORPORATION

MODEL 320

Cut the cost of the troubleson
sary typing of records and dup
With the Royal Robomaster
formation can be typed on t
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A simple 2-button control
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Roll Perforator. If you prefer, however, your Robotyper specialist will gladly arrange to have record roll perforation done for you in Royal's own offices at a nominal charge.

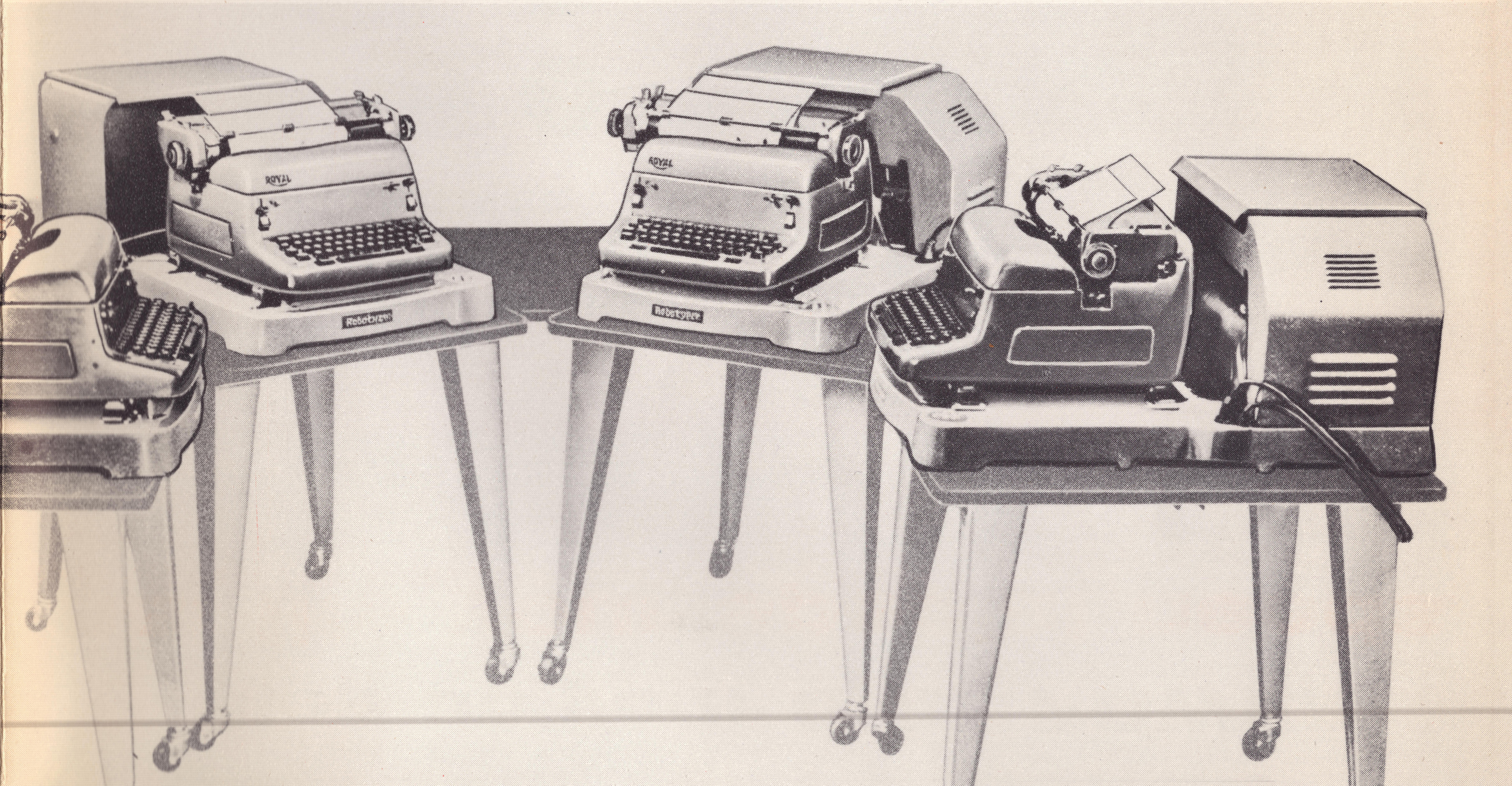
Perforator Model MP operates like any standard typewriter, but produces record rolls for all Robotyper models. Corrections are easily and quickly made. Each roll carries equivalent of three pages of single-spaced typewritten copy. Rolls in any Robotyper can be changed in minute or less; they last indefinitely.

ROYAL ROBOTYPER RE-PERFORATOR, MODEL AP

A time-saving accessory for offices operating multiple Robotyper installations and owning Robotyper Record Roll Perforator Model MP. Once the original roll is prepared and checked, the Re-perforator will produce as many duplicate rolls as you need. All, automatically.

◆

BATTERY OF FOUR ROBOTYPERS

For top production in offices where volume is the order of the day; for large organizations, where swift communication is necessary; for small offices that depend on letters to help defray the cost of personal sales effort; for *all* businesses that handle a heavy volume of correspondence. This unit has all the features of the basic model 300 Robotyper—times four. One girl operating this battery can produce 560 personalized letters in seven hours. Like a round robin, one machine is "loaded" while the other three are typing at top speed. This staggered cycle is repeated, reducing idle time to a minimum.